

195 Showings by MKT.

3/22/95

Parliament Lights  
Monthly Reach & Frequency  
Localized Out-Of-Home

New York

<u>Month</u>	<u>R/F</u>	<u>New York Showing Level</u>	<u>Explanation</u>
Jan	82/16.5	# 25	
Feb	82/16.5	# 25	
March	83/17.7	# 30	2 Additional Boards
April	83/21.0	# 30	Connecticut (75 Showing), New Jersey (20 Showing) and Nassau (shelters) activity
May	83/21.0	# 30	
June	83/21.0	# 30	
July	83/21.0	# 30	
Aug	83/21.0	# 30	
Sep	79/19.0	# 30	No Connecticut or Nassau activity
Oct	79/19.0	# 30	
Nov	79/19.0	# 30	
Dec	79/19.0	# 30	

2071453980

OOHRFNY.XLS

Parliament Lights  
Monthly Reach & Frequency  
Localized Out-Of-Home

Boston

<u>Month</u>	<u>R/F</u>	<u>Showing Level</u>	<u>Explanations</u>
Jan	0	0	
Feb	56/9.1	#15	
March	56/9.1	# 15	
April	61/10.3	# 20	Increased Bulletins
May	87/27.0	# 25	Added Fall River Bulletin, Taxi Tops
June	86/28.0	# 25	
July	86/28.0	# 25	
Aug	86/28.0	# 25	
Sep	56/9.1	# 15	No Fall River Bulletin, no Taxi Tops
Oct	56/9.1	# 15	
Nov	56/9.1	# 15	
Dec	85/26.5	# 15	Added Taxi Tops

Parliament Lights  
Monthly Reach & Frequency  
Localized Out-Of-Home

Philadelphia

<u>Month</u>	<u>R/F</u>	<u>Showing Level</u>	<u>Explanation</u>
Jan	71/13.6	# 20	
Feb	71/13.6	# 20	
March	85/26.5	# 20	Added Bus Shelters
April	87/28.0	# 50	Added 30 Sheets & Atlantic City Board
May	87/28.0	# 50	
June	87/28.0	# 50	
July	75/16.3	# 30	No Bus Shelters or 30 Sheets
Aug	75/16.3	# 30	
Sep	87/28.0	# 30	Added Bus Shelters
Oct	75/16.3	# 30	No Bus Shelters
Nov	87/28.0	# 30	Added Bus Shelters
Dec	75/16.3	# 30	No Bus Shelters

OOHRFPH.XLS

2071453982

Parliament Lights  
Monthly Reach & Frequency  
Localized Out-Of-Home

Miami

<u>Options II, III, IV</u>			
<u>Month</u>	<u>R/F</u>	<u>Showing Level</u>	<u>Explanation</u>
Jan	0	0	
Feb	81/22.0	# 25	
March	83/22.9	# 30	Added I 595 replacement
April	83/22.9	# 30	
May	83/22.9	# 30	
June	0	0	
July	0	0	
Aug	0	0	
Sep	0	0	
Oct	0	0	
Nov	83/22.9	# 30	
Dec	83/22.9	# 30	